

MILPITAS TOWN CENTER

Calaveras Blvd. & Milpitas Blvd.
Milpitas, CA

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FEB 25 2004

CITY OF MILPITAS
PLANNING DIVISION

Sign Criteria

Submitted By: JSI Electronic Display
459 Industrial Way
Berkeley, CA 94710

Ph. 707.747.5595
Fax. 707.747.5599

February 25, 2004

CONTENTS

PART I - CENTER IDENTITY

PART II - Section A ANCHOR / MAJOR TENANT SIGNAGE

Section B SHOP TENANT SIGNAGE

INTENT

The purpose of these Criteria is to establish signage standards that afford each Tenant an adequate identification while achieving an attractive and harmonious overall appearance among the leased spaces. These regulations and guidelines have been established for the purpose of assuring consistency of quality in all environmental graphics within Milpitas Town Center. All conditions are to be met as displayed in these Criteria. Deviations from the Criteria will not generally be approved.

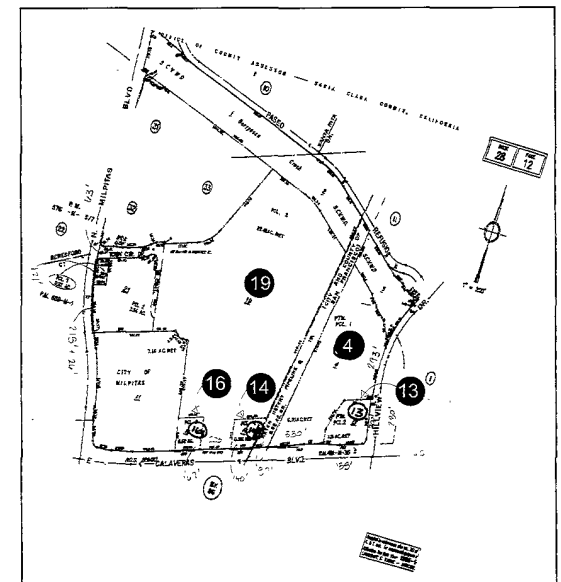
ALLOWABLE CENTER SIGNAGE - 5264 SQ. FT

Sheet **2** of 18
 DR# **S.O. 4231**
 Scale **As Noted**
 Date **2-25-04**
 Drawn By _____
 Project **Milpitas Town Center**
 Address **E. Calaveras Blvd.**
 City **Milpitas, CA 95035**
 Account Rep. **Ron Bootman**

Parcel	Method Used	Lineal Footage**	Allowable Signage
Parcel 19 Includes Safeway, Staples Shops A,B,C, D, E, & F	Building Perimeter	3351	1675.5 sq. ft.
Parcel 16 Includes El Torrito	Street Frontage	167	334 sq. ft.
Parcel 14 Includes Red Lobster	Street Frontage	140	280 sq. ft.
Parcel 13 Includes Mervyn's	Street Frontage	623	1246 sq. ft.
Parcel 4 Shops G	Street Frontage	338	676 sq. ft.
Subtotal			4211.5 sq. ft.
25% Regional Shopping Center Bonus			1052.875 sq. ft.
Total Allowed Signage			5264.375 sq. ft.

* Calculation method for allowance used:
 Building Perimeter - 1 sq. ft. of sign for each (2) lineal ft. of bldg. perimeter
 Street Frontage - (2) sq. ft. of sign per one (1) lineal ft. of public street frontage

** Estimated from available plans



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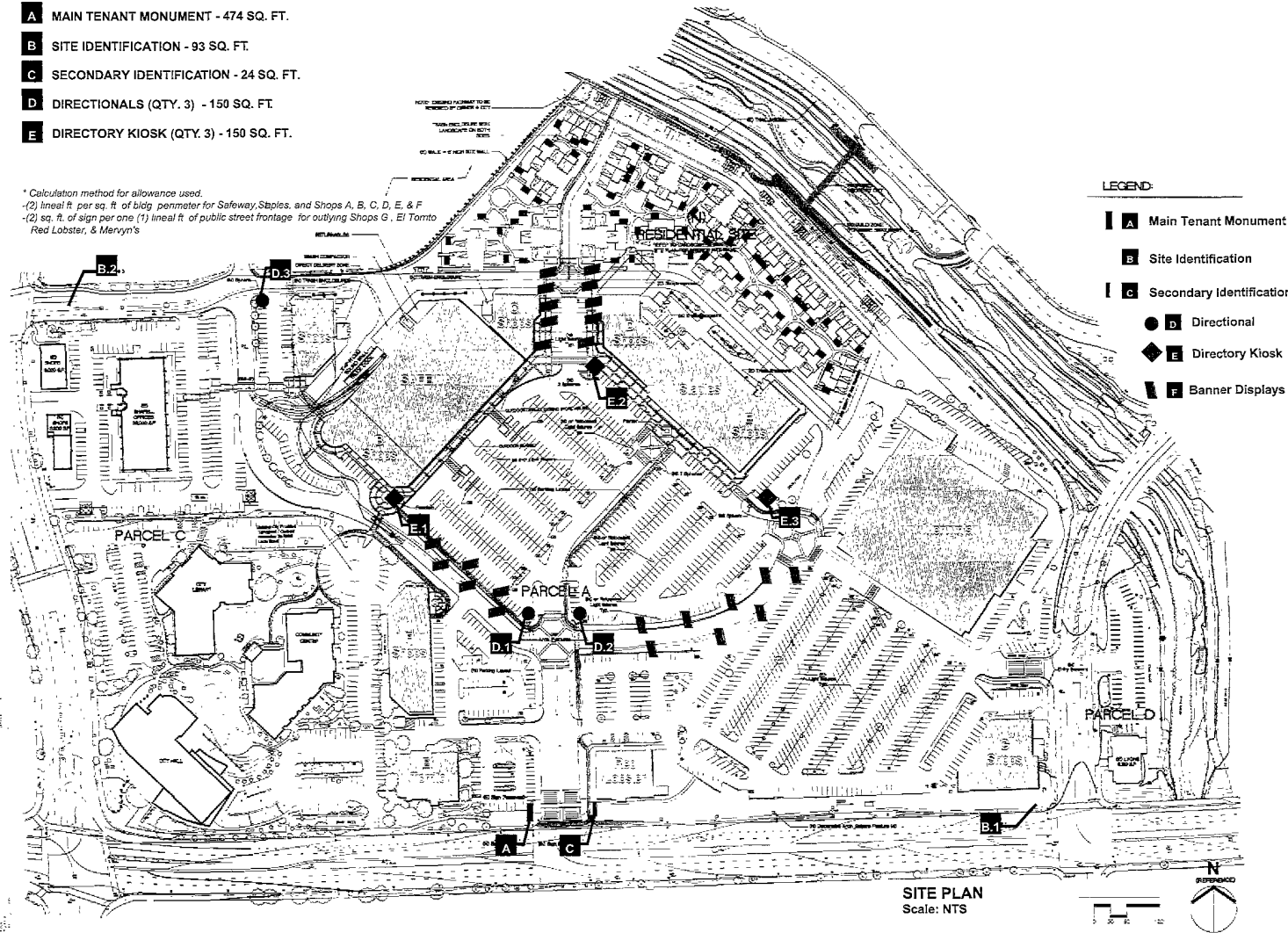
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ALLOCATED CENTER IDENTITY PROGRAM SIGNAGE - 891 SQ. FT.

- A** MAIN TENANT MONUMENT - 474 SQ. FT.
- B** SITE IDENTIFICATION - 93 SQ. FT.
- C** SECONDARY IDENTIFICATION - 24 SQ. FT.
- D** DIRECTIONALS (QTY. 3) - 150 SQ. FT.
- E** DIRECTORY KIOSK (QTY. 3) - 150 SQ. FT.

* Calculation method for allowance used.

-(2) lineal ft. per sq. ft. of bldg. perimeter for Safeway, Staples, and Shops A, B, C, D, E, & F
 -(2) sq. ft. of sign per one (1) lineal ft. of public street frontage for outlying Shops G, El Torro
 Red Lobster, & Mervyn's



- LEGEND:**
- A** Main Tenant Monument
 - B** Site Identification
 - C** Secondary Identification
 - D** Directional
 - E** Directory Kiosk
 - F** Banner Displays

Sheet	3 of 18
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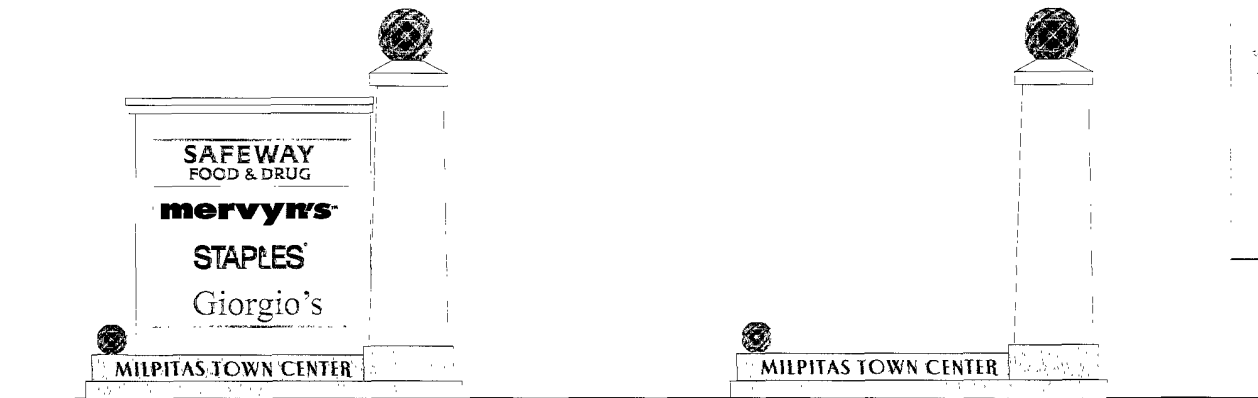
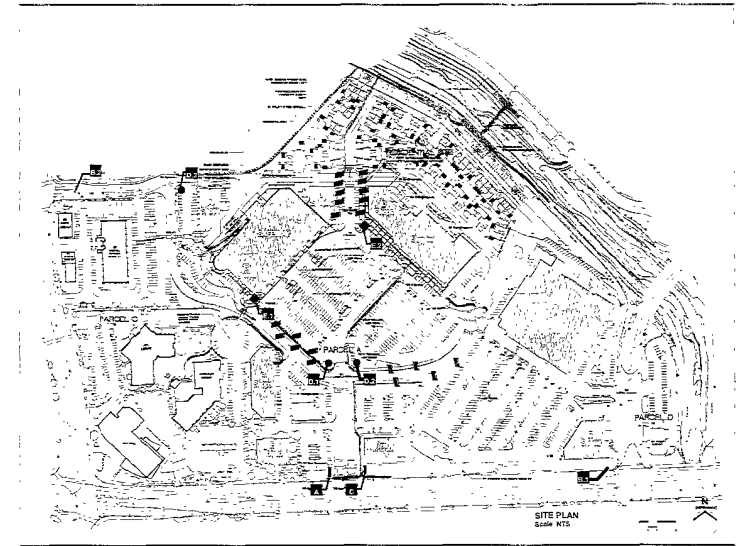
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PART I - CENTER IDENTITY



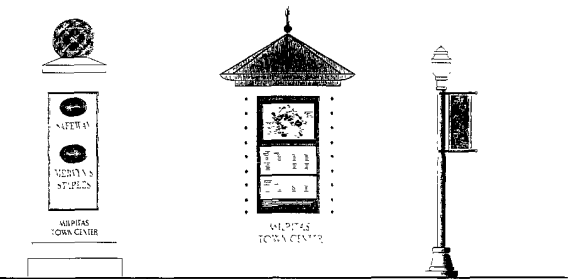
A

C



B.1

B.2



D

E

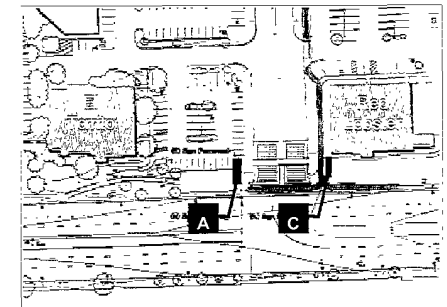
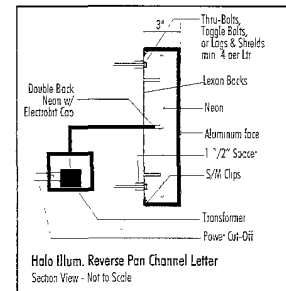
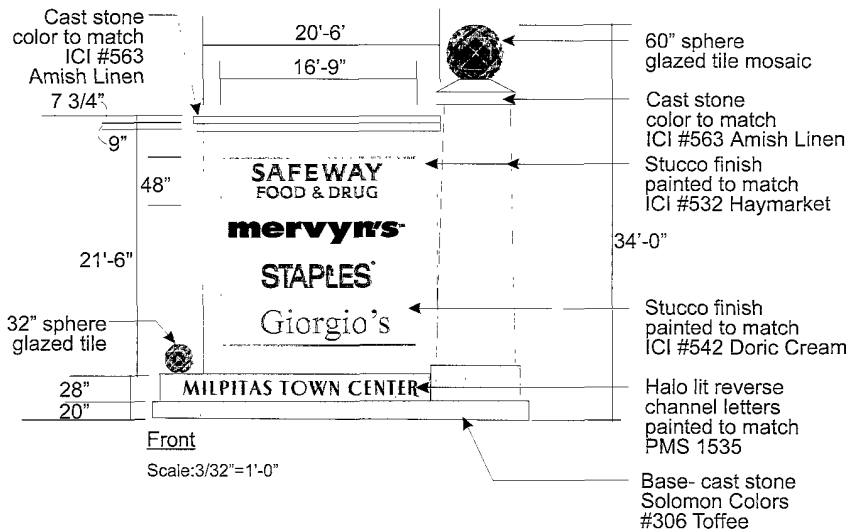
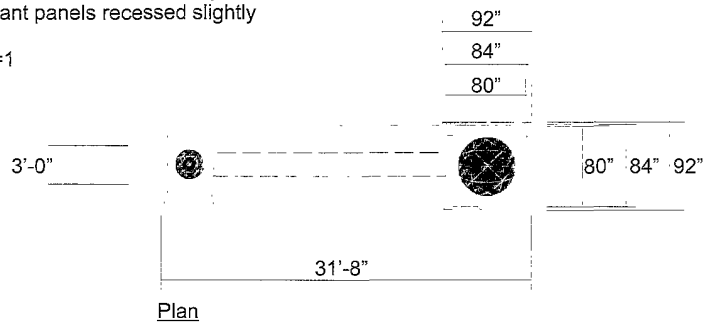
F

A

MAIN TENANT MONUMENT

- Double sided tenant monument with halo lit reverse pan channel letters for both center identification and tenant copy
- Letters are painted to match PMS1535 - satin finish
- Sign body is cast stone and painted stucco finish
- Spheres are finished with glazed tile mosaic
- Tenant panels recessed slightly

Qty.=1



Site
Scale: NTS

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DR#	S.O. 4231
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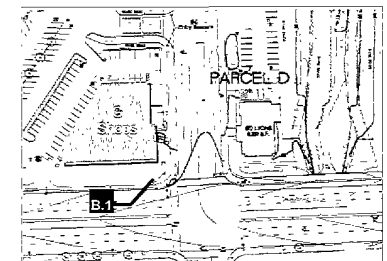
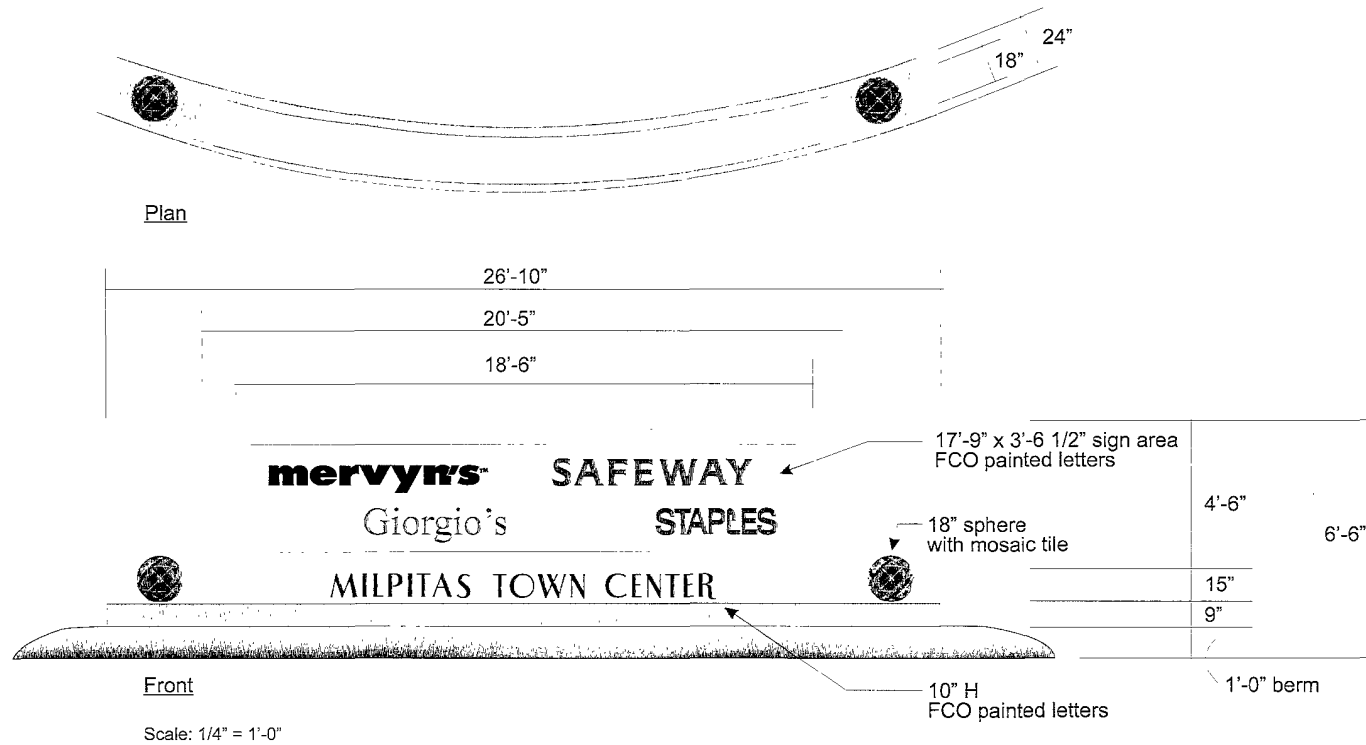
B.1

SITE IDENTIFICATION

- Single sided site identification monument with flat cut out painted aluminum letters
- Sign is externally illuminated by spot lighting
- Sign body is cast stone and painted stucco finish
- Spheres are finished with glazed tile mosaic
- Letter colors: match PMS #1535 and tenant colors - satin finish

Qty.=2

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Site
Scale: NTS

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B.2

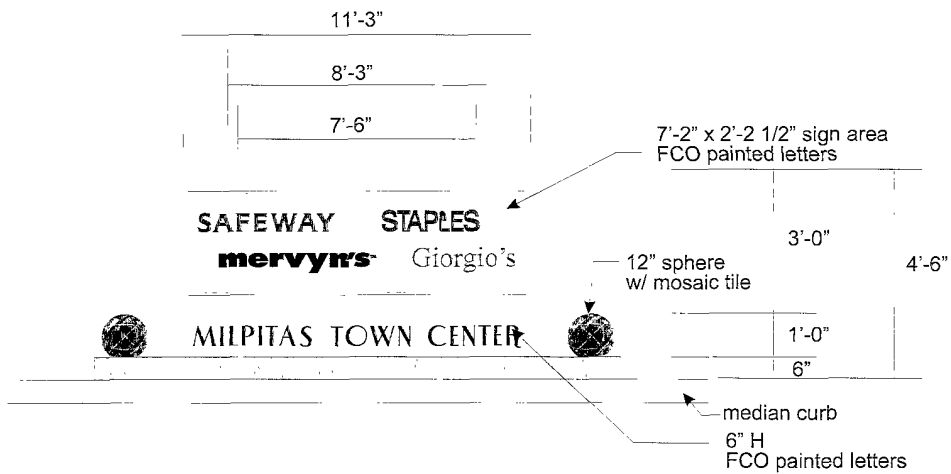
SITE IDENTIFICATION

- Double sided site identification monument with flat cut out painted aluminum letters
- Sign is externally illuminated by spot lighting
- Sign body is cast stone and painted stucco finish
- Spheres are finished with glazed tile mosaic
- Letter colors: match PMS colors #1535 and 7497 - satin finish

Qty.=2

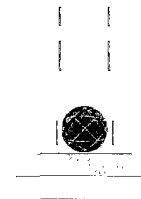


Plan

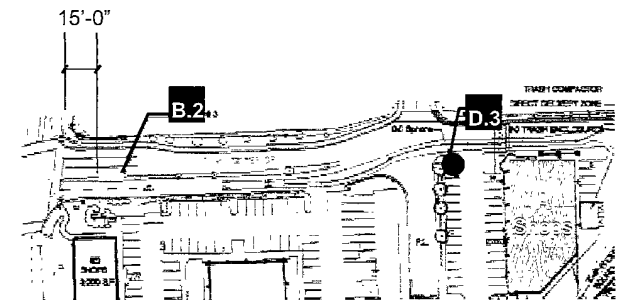


Front

Scale: 3/8" = 1'-0"



Side



Site

Scale: NTS

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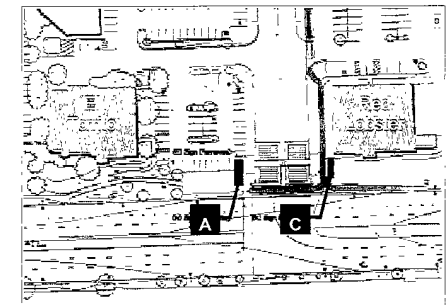
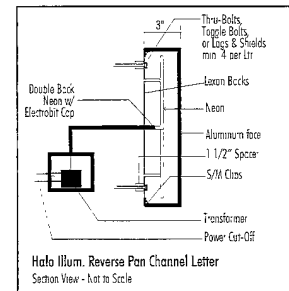
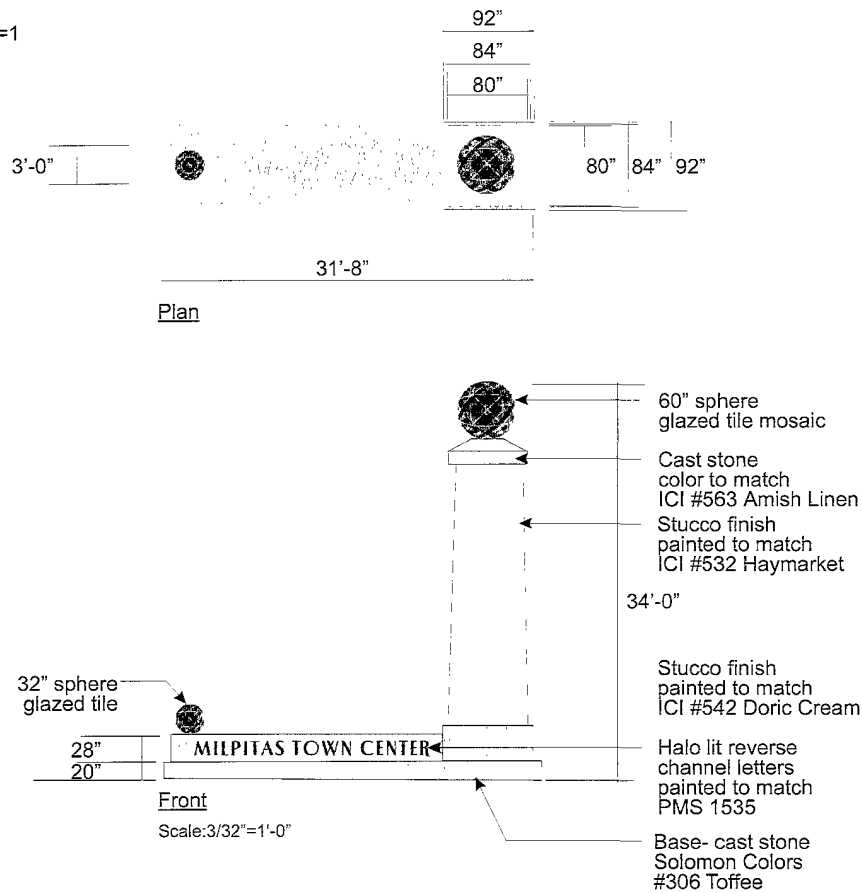
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C

SECONDARY IDENTIFICATION

- Double sided monument with halo lit reverse pan channel letter center identification
- Letters are painted to match PMS1535 - satin finish
- Sign is cast stone and painted stucco finish
- Spheres are finished with glazed tile mosaic

Qty.=1



Site
Scale: NTS

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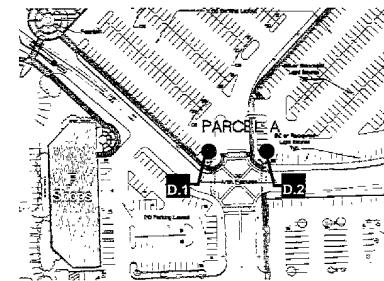
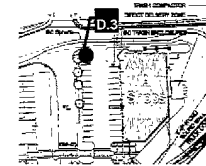
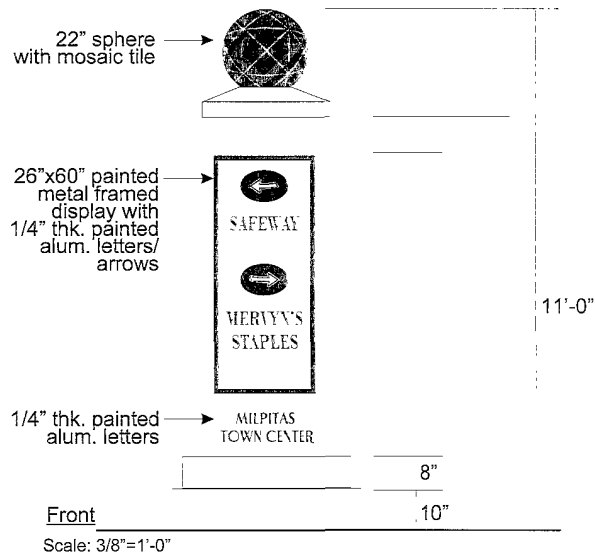
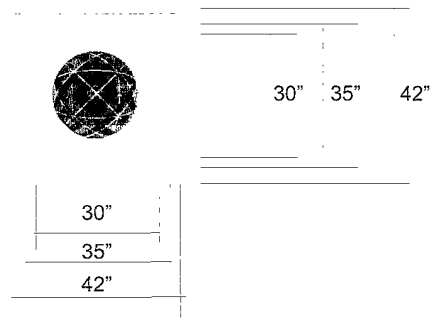


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D**DIRECTIONAL SIGN**

- Four sided directional sign with non-illuminated panel with FCO painted aluminum copy
- Sign is cast stone and painted stucco finish
- Sphere is finished with glazed tile mosaic

Qty=3



Site
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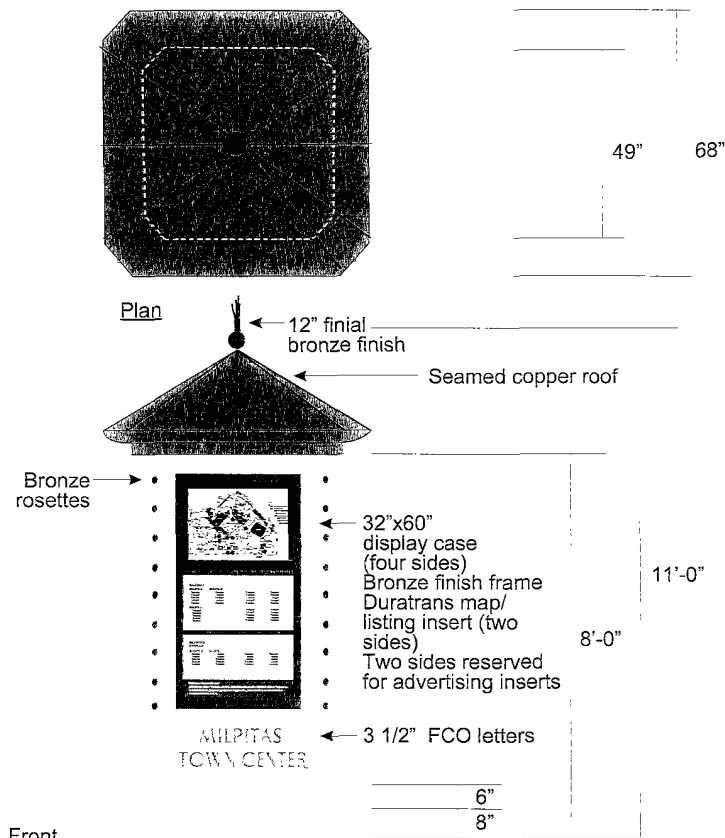


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PEDESTRIAN DIRECTORY/ADVERTISING KIOSK

- Four sided directory/advertising display with illuminated 32" x 60" display cases
- Painted metal with copper seamed roof
- FCO letters are painted to match PMS 1535 - satin finish

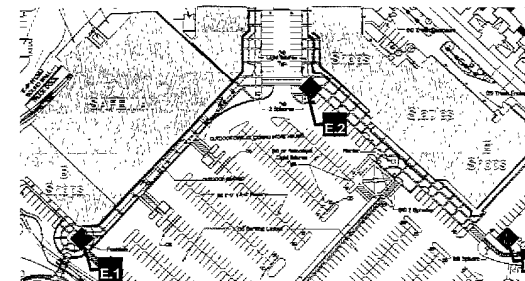
Qty.=3

Front

Scale: $3/8" = 1'-0"$



Photo shown for application only



Site
Scale: NTS

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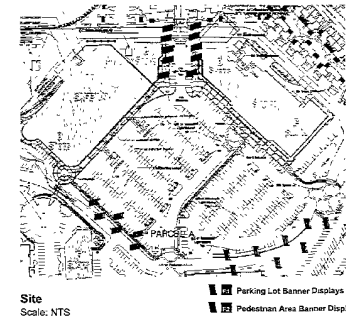
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F

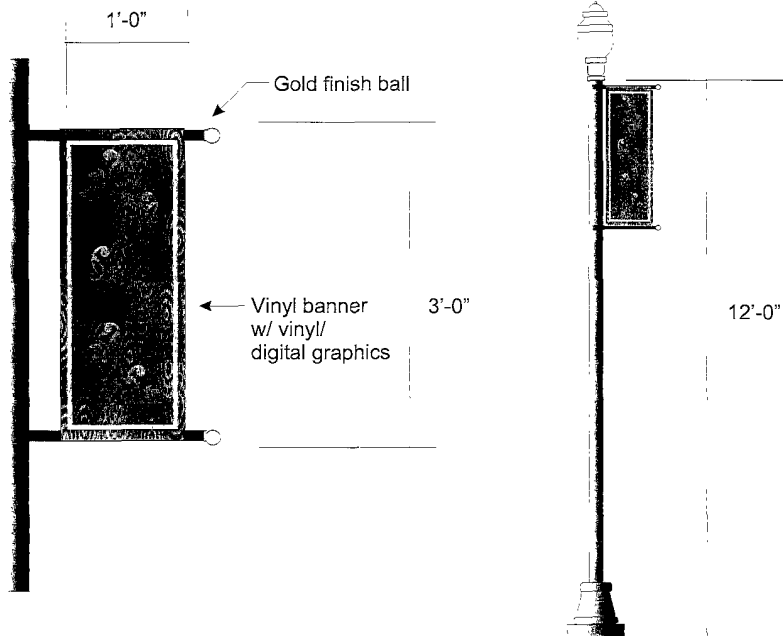
BANNERS

- Double sided banner displays
- Non-illuminated 1'-0" x 2'-6" and 1'-0" x 3'-0" banners
- Banners are attached to light poles with rigid tube supports
- One banner per designated pole
- Designs vary

Qty. = 24 total



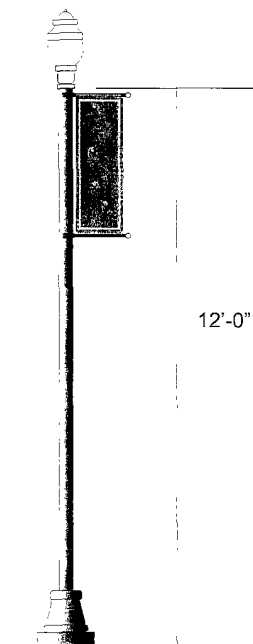
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F.1

Front

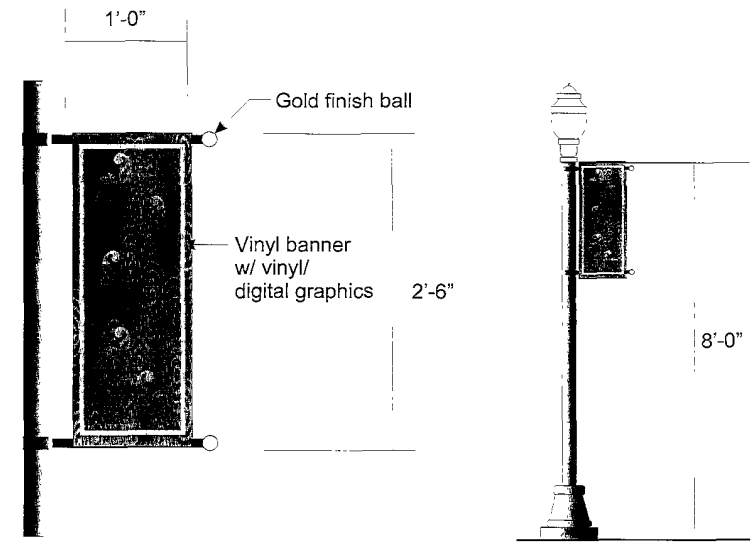
Scale: 1/2"=1'-0"



F.1

Elevation

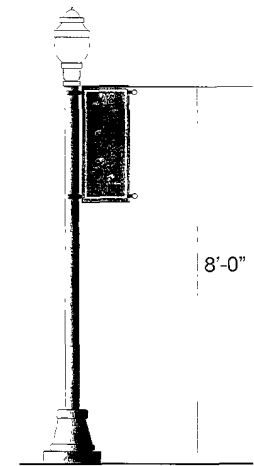
Scale: 3/8"=1'-0"



F.2

Front

Scale: 1"=1'-0"



F.2

Elevation

Scale: 3/8"=1'-0"

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PART II - Section A - ANCHOR / MAJOR TENANT SIGNAGE

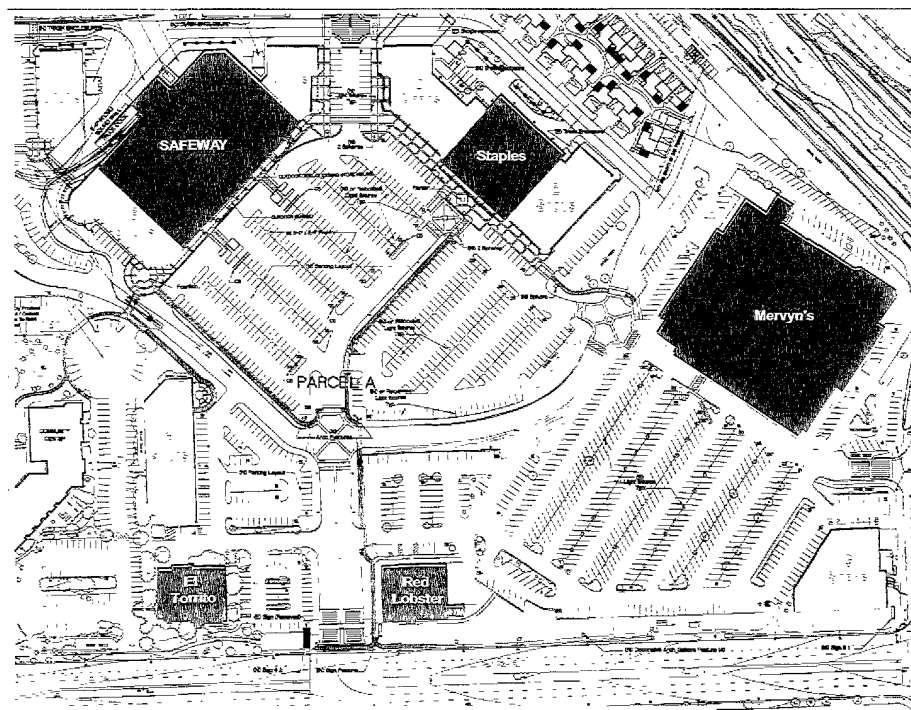
ANCHOR / MAJOR TENANTS -
include retail tenants occupying more than 20,000 sq. ft. as well as the single
tenant buildings at the Calaveras Blvd. entrance now occupied by El Torrito and
Red Lobster restaurants.

TOTAL SQ. FOOTAGE CENTER SIGNAGE - 4373 SQ. FT*

PROPOSED AND EXISTING ANCHOR / MAJOR TENANT SIGNAGE - 1497 SQ. FT.
Balance to be used by Shop tenants

ANCHOR / MAJOR TENANTS INCLUDE:
SAFEWAY, MERVYN'S, STAPLES, EL TORRITO, RED LOBSTER

* Calculation method for allowance used
(2) lineal ft. per sq. ft. of bldg. perimeter for Safeway, Staples, and Shops A, B, C, D, E, & F
(2) sq. ft. of sign per one (1) lineal ft. of public street frontage for outlying Shops G, El Torrito,
Red Lobster, & Mervyn's



SITE PLAN
Scale: NTS

LEGEND

- Major Retail Stores/Restaurants
Standard Retail Shops

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Section A - ANCHOR / MAJOR TENANT SIGNAGE

PROPOSED ANCHOR/MAJOR AND SHOP TENANT SIGNAGE - 4373 SQ.FT.
 PROPOSED AND EXISTING ANCHOR / MAJOR TENANT SIGNAGE - 1497 SQ. FT.
 BALANCE TO BE USED BY SHOP TENANTS - 2876 SQ. FT.

H

ANCHOR / MAJOR TENANT SIGNAGE - Existing and Proposed

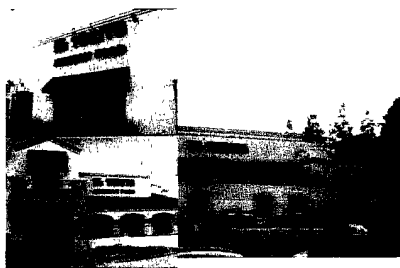
- Internally illuminated pan channel letters/logo cabinets
- Sizes & colors vary



Existing Signage - 59.46 sq. ft.



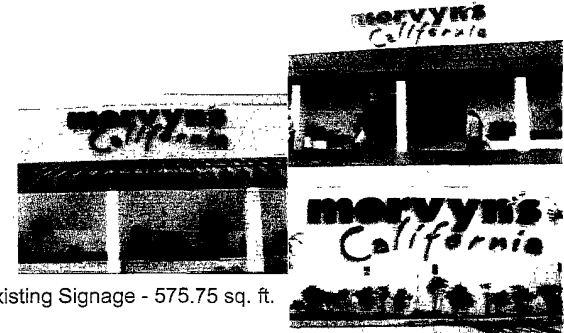
Proposed Signage - 280 sq. ft.



Existing Signage - 89.88 sq. ft.



Existing Signage - 116 sq. ft.



Existing Signage - 575.75 sq. ft.

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PART II - Section B - SHOP TENANT SIGNAGE

SHOP TENANTS -
include tenants occupying less than 20,000 sq. ft. in existing Shops A-G

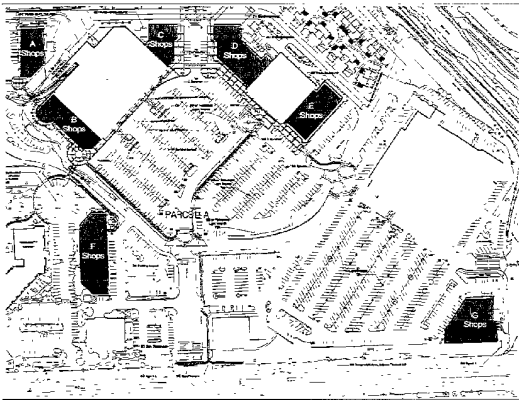
Section B - SHOP TENANT SIGNAGE

PROPOSED ANCHOR/MAJOR AND SHOP TENANT SIGNAGE - 4373 SQ.FT.
PROPOSED AND EXISTING ANCHOR / MAJOR TENANT SIGNAGE - 1497 SQ. FT.
BALANCE TO BE USED BY SHOP TENANTS - 2876 SQ. FT.

ANCHOR / MAJOR TENANTS INCLUDE:
SAFEWAY, MERVYNS, STAPLES, EL TORRITO, RED LOBSTER

* Calculation method for allowance used
-(2) lineal ft. per sq. ft. of bldg. perimeter for Safeway, Staples, and Shops A, B, C, D, E, & F
-(2) sq. ft. of sign per one (1) lineal ft. of public street frontage for outlying Shops G, El Torrito, Red Lobster, & Mervyns

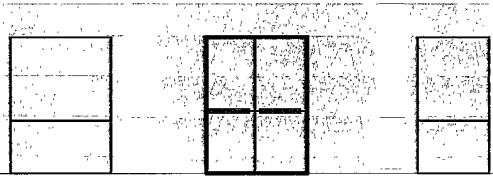
LEGEND
Major Retail Stores/Restaurants
Standard Retail Shops



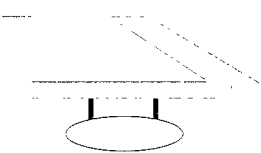
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NEW TUNG KEE



G



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G

SHOP TENANT WALL SIGN - Typical for Shops A-G

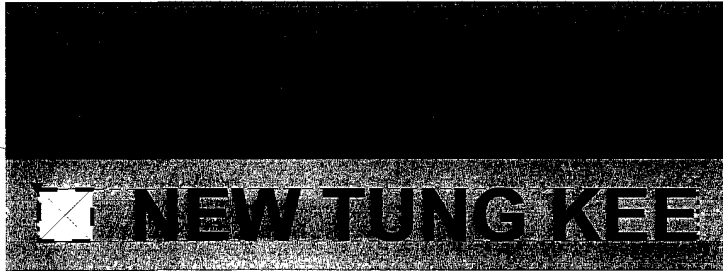
- Internally illuminated pan channel or halo lit reverse pan channel letters / pan channel logo units
- Colors & configurations vary
- One wall display per shop tenant frontage



Photo shown for application only

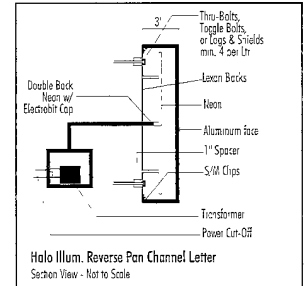
One or two line names allowable provided total sq. ft. limits are not exceeded

Possible logo unit

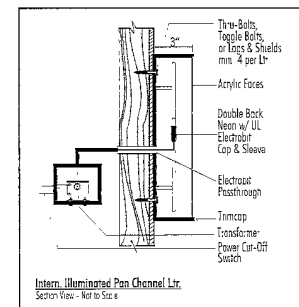


3'-6"
sign band

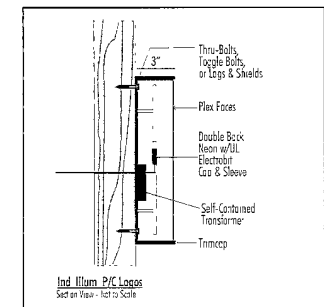
- Typestyle: Tenant Logotype
- Color: Varies
- (1) Logo unit allowable with Landlord approval if total does not exceed allowable area



Halo Illum. Reverse Pan Channel Letter
Section View - Not to Scale



Intern. Illuminated Pan Channel Ltr
Section View - Not to Scale



Ind. Illum. PVC Logos
Section View - Not to Scale

Scale: 1/4"=1'-0"

Sheet	17 of 18
DR#	S.O. 4231
Scale	As Noted
Date	2-25-04
Drawn By	
Project	Milpitas Town Center
Address	E. Calaveras Blvd.
City	Milpitas, CA 95035
Account Rep.	Ron Boatman

NOTE

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Revisions

1	5
2	6
3	7
4	8

459 Industrial Way
Benicia, CA 94510

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Fax 707.747.5599

www.jsjdisplay.com



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H

HANGING ARCADE SIGN

- Double sided projecting under arcade sign
- Non-illuminated with 1" metal frame - painted finish with vinyl copy / digital graphic
- Signs are attached arcade with rigid tube supports
- One sign per shop tenant

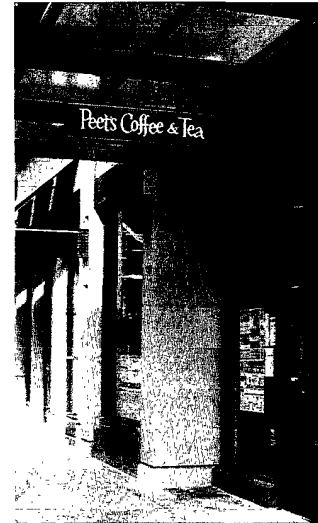
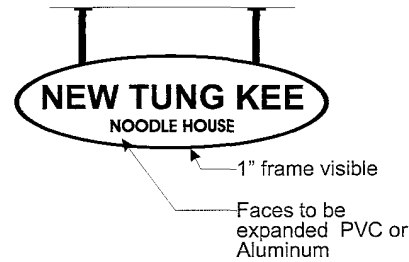
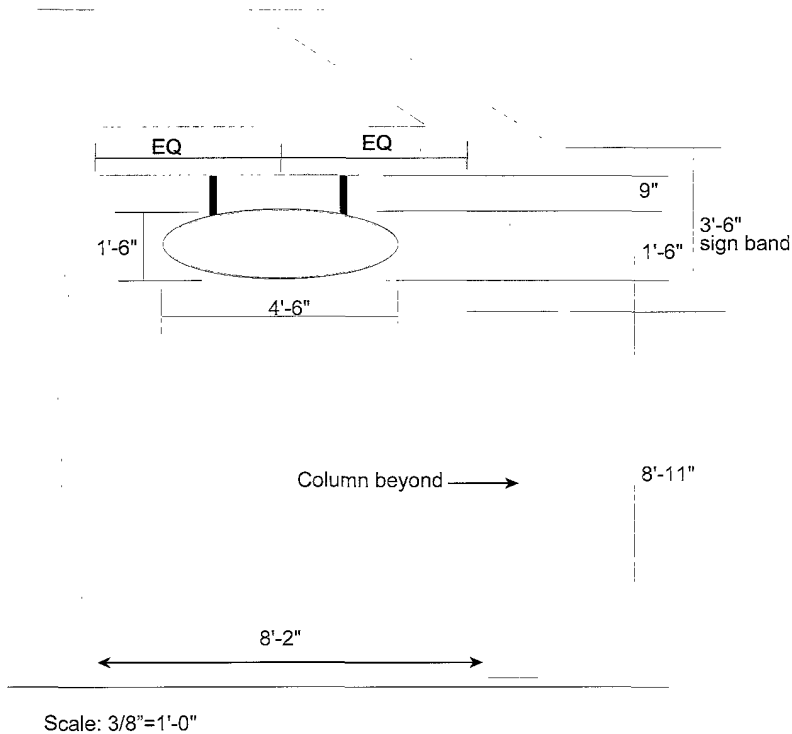


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